IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as follows:

1.   **(Currently Amended)** An electronic commerce system, comprising a content enhancement module operable to:

analyze product data stored in a̶ one or more seller d̶a̶t̶a̶b̶a̶s̶e̶ databases using a set of rules, the one or more seller d̶a̶t̶a̶b̶a̶s̶e̶ databases associated with one or more sellers, b̶e̶i̶n̶g̶ ̶o̶n̶e̶ ̶o̶f̶ ̶a̶ ̶p̶l̶u̶r̶a̶l̶i̶t̶y̶ ̶o̶f̶ ̶s̶e̶l̶l̶e̶r̶ ̶d̶a̶t̶a̶b̶a̶s̶e̶s̶, the set of rules comprising generic rules applying to substantially all s̶e̶l̶l̶e̶r̶ ̶d̶a̶t̶a̶b̶a̶s̶e̶s̶ ̶i̶n̶ ̶t̶h̶e̶ ̶p̶l̶u̶r̶a̶l̶i̶t̶y̶ of the one or more seller databases that store product data, the generic rules comprising:

a first rule indicating that a potential error exists if two products in the one or more seller d̶a̶t̶a̶b̶a̶s̶e̶ databases have identical product identifiers but have otherwise different product data;

a second rule indicating that a potential error exists if two products in the one or more seller d̶a̶t̶a̶b̶a̶s̶e̶ databases have different product identifiers but have otherwise identical product data; and

a third rule indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format; and

identify one or more potential errors in the product data according to the set of rules.

2.   **(Currently Amended)** The system of Claim 1, further comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class; and

a search interface operable to communicate a search query for product data to a the one or more seller ~~database~~ databases identified by a pointer associated with a product class selected by a user of the global content directory.

3.   **(Currently Amended)** The system of Claim 2, wherein the content enhancement module is operable to perform the analysis and identification in response to ~~a seller~~ the one or more sellers requesting that product data in a the one or more seller ~~database~~ databases be associated with one or more classes of the global content directory.

4.   **(Currently Amended)** The system of Claim 3, wherein the content enhancement module is operable to perform the analysis using one or more of the rules in the set of rules associated with the particular classes with which the product data is to be associated.

5.   **(Currently Amended)** The system of Claim 2, wherein the generic rules further comprise a fourth rule that generates a product identifier for a product when the product data for that product does not include a product identifier, the generated product identifier comprising the name of a class in which the product is categorized and the values for one or more attributes of the product.

6.   **(Currently Amended)** The system of Claim 1, wherein the content enhancement module is further operable to communicate the potential errors to ~~a seller~~ the one or more sellers associated with the analyzed one or more seller ~~database.~~ databases.

7.   **(Currently Amended)** The system of Claim 1, wherein analyzing comprises communicating one or more search queries to the one or more seller ~~database,~~ databases, each search query formulated according to one or more of the ~~rules.~~ rules in the set of rules.

8.   **(Original)** The system of Claim 7, wherein identifying one or more potential errors comprises identifying product data included in the results of one or more of the search queries.

9.   **(Currently Amended)** The system of Claim 1, wherein analyzing comprises accessing and parsing through the product data included in the one or more seller ~~database.~~ databases.

10.   **(Currently Amended)** The system of Claim 1, wherein the set of rules further comprise one or more domain-specific rules that apply only to the one or more seller databases including a particular type of product data.

11.   **(Original)** The system of Claim 10, wherein the domain-specific rules comprise one or more rules from the group consisting of:

rules indicating that a potential error exists if the value associated with a particular product attribute is outside a specified range of values; and

rules indicating that a potential error exists if the value associated with a particular product attribute is not in a specified format.

12.-33. **(Cancelled)**

34. **(Currently Amended)** A system for content enhancement, comprising:

means for providing a plurality of users access to an electronic commerce system, the electronic commerce system comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class; and

a search interface operable to communicate a search query for product data to ~~a~~ the one or more seller ~~database~~ databases identified by a pointer associated with a product class selected by a user of the global content directory;

means for analyzing the product data stored in ~~a~~ the one or more seller ~~database~~ databases using a set of rules, the set of rules comprising generic rules applying to substantially all of the one or more seller databases that store product data, the generic rules comprising:

a first rule indicating that a potential error exists if two products in the one or more seller ~~database~~ databases have identical product identifiers but have otherwise different product data;

a second rule indicating that a potential error exists if two products in the one or more seller ~~database~~ databases have different product identifiers but have otherwise identical product data; and

a third rule indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format; and

means for identifying one or more potential errors in the product data according to the set of rules.

35.   **(Currently Amended)** An electronic commerce system, comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class;

a search interface operable to communicate a search query for product data to a the one or more seller ~~database~~ databases identified by a pointer associated with a product class selected by a user of the global content directory; and

a content enhancement module operable to:

in response to ~~a seller~~ the one or more sellers requesting that product data in a particular seller database be associated with one or more classes of the global content directory, communicate one or more search queries to the one or more seller ~~database,~~ databases, the search queries formulated according to rules associated with the particular classes with which the product data in the one or more seller ~~database~~ databases is to be associated, the rules comprising:

a first rule indicating that a potential error exists if two products in the one or more seller ~~database~~ databases have identical product identifiers but have otherwise different product data;

a second rule indicating that a potential error exists if two products in the one or more seller ~~database~~ databases have different product identifiers but have otherwise identical product data; and

a third rule indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format;

identify one or more potential errors in the product data by determining the product data that is included in the results of one or more of the search queries; and

communicate the potential errors to ~~a seller~~ the one or more sellers associated with the one or more seller ~~database.~~ databases.

36.-37. **(Canceled)**